

## CLAIMS

1           1.     A method for selectively displaying Internet advertisements, comprising the acts  
2 of:  
3                 allowing a user to define advertisement attributes; and  
4                 displaying advertisements at least partially based on the user defined attributes.

1           2.     The method of Claim 1, further comprising the act of:  
2                 allowing the user to create an advertisement window in which advertisements are  
3 displayed.

1           3.     The method of Claim 1, further comprising the act of:  
2                 displaying a menu of user definable attributes.

1           4.     The method of Claim 3, further comprising the act of:  
2                 allowing the user to establish the values of the user definable attributes.

1           5.     The method of Claim 3, wherein the user definable attributes include at least  
2 one of: advertisement type, city, zip code, retailers, distance of travel to a retailer, means for  
3 delivery, retail only, or wholesale only.

1           6.     The method of Claim 1, further comprising the act of:  
2                 displaying a menu of advertisement channels.

1           7.     The method of Claim 6, further comprising the act of:

2           allowing a user to choose at least one advertisement channel.

1           8.     The method of Claim 7, further comprising the act of:

2           displaying at least one advertisement corresponding to a user selected advertisement  
3     channel.

1           9.     The method of Claim 7, wherein the menu of advertisement channels includes

2     at least one of: a travel channel, a food channel, an automotive channel, a clothing channel, a  
3     music channel, a movie channel, an antiques channel, a hardware channel, a sporting goods  
4     channel, a housewares channel, or an art supplies channel.

1           10.    The method of Claim 1, wherein the advertisements are displayed at a device  
2     that receives Internet content and television broadcast content.

1           11.    A system for selectively displaying Internet advertisements, comprising:

2           at least one server;

3           at least one database connected to the server, the database storing plural

4     Internet advertisements; and

5 at least one user computer connected to the server via an Internet connection,  
6 the server transmitting plural Internet advertisements to the user computer, the user  
7 computer including a program for selectively displaying Internet advertisements.

1 12. The system of Claim 11, wherein the program comprises:

2 logic means for allowing a user to define attributes; and

3 logic means for displaying advertisements at least partially based on the user defined  
4 attributes.

13. The system of Claim 11, wherein the program further comprises:

logic means for displaying a menu of user definable advertisement attributes.

14. The system of Claim 13, wherein the program further comprises:

logic means for allowing the user to establish the values of the user definable  
advertisement attributes.

1 15. The system of Claim 13, wherein the user definable attributes include:

2 advertisement type, city, zip code, retailers, distance of travel to a retailer, means for  
3 delivery, retail only, or wholesale only.

1 16. The system of Claim 11, wherein the program further comprises:

2 logic means for displaying a menu of advertisement channels.

1 17. The system of Claim 16, wherein the program further comprises:  
2 logic means for allowing a user to choose at least one advertisement channel.

1 18. The system of Claim 17, wherein the program further comprises:  
2 logic means for displaying at least one advertisement corresponding to a user  
3 selected advertisement channel.

1 19. The system of Claim 16, wherein the menu of advertisement channels includes  
2 at least one of: a travel channel, a food channel, an automotive channel, a clothing channel, a  
3 music channel, a movie channel, an antiques channel, a hardware channel, a sporting goods  
4 channel, a housewares channel, or an art supplies channel.

1 20. The system of Claim 11, wherein the program further comprises:  
2 logic means for allowing the user to create an advertisement window in which  
3 advertisements are displayed.

1 21. The system of Claim 11, further comprising:  
2 at least one television connected to the server via an Internet connection, the  
3 server transmitting plural Internet advertisements to the television, the television  
4 including a program for selectively displaying Internet advertisements.

1           22.    A computer program device, comprising:

2                   a computer readable means having logic means for selectively displaying

3           Internet advertisements, comprising:

4                   logic means for allowing a user to define attributes; and

5                   logic means for displaying advertisements at least partially based on the

6           user defined attributes.

1           23.    The program device of Claim 22, wherein the computer readable means further

2   comprises:

3                   logic means for displaying a menu of user definable attributes.

1           24.    The program device of Claim 23, wherein the computer readable means further

2   comprises:

3                   logic means for allowing the user to establish the values of the user definable

4   attributes.

1           25.    The program device of Claim 23, wherein the user definable attributes include:

2                   advertisement type, city, zip code, retailers, distance of travel to a retailer, means for

3   delivery, retail only, or wholesale only.

1           26.    The program device of Claim 22, wherein the computer readable means further

2   comprises:

3 logic means for displaying a menu of advertisement channels.

1 27. The program device of Claim 26, wherein the computer readable means further  
2 comprises:

3 logic means for allowing a user to choose at least one advertisement channel.

1 28. The program device of Claim 27, wherein the computer readable means further  
2 comprises:

3 logic means for displaying at least one advertisement corresponding to a user  
4 selected advertisement channel.

1 29. The program device of Claim 26, wherein the menu of advertisement channels  
2 includes at least one of: a travel channel, a food channel, an automotive channel, a clothing  
3 channel, a music channel, a movie channel, an antiques channel, a hardware channel, a  
4 sporting goods channel, a housewares channel, or an art supplies channel.

1 30. A method for viewing advertisements on a computer system, comprising the  
2 acts of:

3 selecting at least one attribute in an advertising window for displaying  
4 advertisements; and

5 viewing in the advertising window at least one of a series of  
6 advertisements corresponding to a selected attribute, wherein each  
7 advertisement within the series embodies the selected attribute.

1 31. The method of Claim 30, wherein the attribute is selected from the group  
2 consisting of: advertisement type, city, zip code, retailers, distance of travel to a retailer,  
3 means for delivery, retail only, wholesale only, and advertisement channel.

STL920000037US1